

# The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

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## To Send or Not to Send

*A Discussion of the Problem of "Review Copies"*

Dale Warren

*Publicity Director of Houghton Mifflin Co.*

**T**O send or not to send a free book to everybody who asks for one, that is the question which Publicity Directors are trying to answer. Go into almost any publishing house and ask to see the person in charge of Publicity and you will find a man, or a woman, sitting behind a barricade of letters, nine out of ten of which begin: "Please send me..." These letters are there to greet him when he reaches his desk at nine o'clock; the late morning mail brings another staggering pile; they continue to dribble in throughout the afternoon. The Publicity Director can seldom step out of the room without coming back to a fresh assortment. His life is never free of them.

First-string newspapers and magazines which make a feature of book reviewing do not write requesting "books for review." They receive them automatically. The Publicity Director knows that from these media his books will receive conscientious attention, that a fair share of them will be intelligently reviewed, that many book-buyers will read these reviews and so be influenced in their purchases. He knows, furthermore, that clippings, or copies of

each issue, will be mailed to him so that he will have little difficulty in keeping his lists in good order. If he keeps, as he should, a record of the books sent to, and reviewed by, these papers, he can easily adjust his sendings to the capacity of each paper. By reading the reviews of his own books, and those of other publishers, he can gauge the type of literature in which the editors are interested. He soon discovers individual enthusiasms and preferences and learns that what may be one

*MR. WARREN discusses in a very thorough and fair minded way a problem which is omnipresent in the publisher's office. And he makes suggestions to publishers, book reviewers and booksellers of ways in which they can help.*

man's meat is another's poison.

So much for routine matters. Now for special cases—the letters requesting, in some instances demanding, books for review. The situation takes on a different and less clearly defined color. We must go back to the morning mail. Will the Publicity Director send the books, dispatching free copies right and left, will he devote his entire time to this special department of his work, or will he consign the letters to the oblivion of the waste-paper basket? In making his decision, will he be influenced merely by atmospheric conditions or the state of his digestion, or will he apply a somewhat more scientific test?

The letter on the top of the pile comes from a small Western town. He has never even heard of it. The letter reads: "I have been appointed Literary Editor of our leading newspaper and am writing to enlist your cooperation in making my department a success. Please send me your publicity releases each week and be sure that I receive your most important books for review. As I have only a limited amount of space at my disposal, I can handle only the leading novels and biographies—now and then a travel book. Please do not send me light fiction or books for children. I am asking the publishers to supply me with cuts or mats, as I have no facilities for having them made from photographs or illustrations. Thanking you for your cooperation, etc."

One more newspaper to add to the list! That is the Publicity Director's first reaction. Another paper to use his publicity material. More book reviews. Fine! Then he begins to think it over. Do the residents of this particular town want to read serious novels and long biographies. If so, will they buy them? Where? He consults the Sales Manager and finds that the town has no bookstore. The principal Department Store has a book department, and small orders are placed with a jobber so that any kind of a check-up is practically out of the question. Cuts and mats cost money. Mailing charges mount up. He has no sample of the book page before him and becomes less enthusiastic. Then he realizes that if he does not supply the editor with books some other publisher will, and wonders if he is missing an opportunity. Three courses of action are open in the case of letters of this character: To take a chance, to temporize by means of a letter to the effect that he must delay sending review copies until the book page is firmly established, to ignore the request altogether.

The second letter is mailed from a well-known Middle West city, and is written by a woman who explains, modestly, that she is a popular lecturer whose talks on books are extremely well attended. Enclosed is a leaflet with her picture on the front page. "I am working over my winter program," she explains, "and would like to include the following publications of your house." She proceeds to list ten or a dozen

titles which she has taken from the Fall catalog. The Publicity Director knows that if he sends the books he will hear nothing more from their recipient until the next season when she writes for others. He will never know whether or not she has, upon examination, decided to include them in her talks. He will never know whether she has influenced her listeners to go into the local stores and buy the books she has recommended, or whether she has offered her course as a substitute for reading. He will never know how intelligently she may discuss the books which strike her fancy. To send or not to send? He solves the problem by putting her down for an entertaining love story, written primarily for women, a juvenile by a new author in whom he is interested, and a book of essays by a retired professor of English who lives in the same city.

The minister who offers a series of "sermons on books" presents a similar problem. The Publicity Director fully realizes the power of what is called word-of-mouth advertising, and knows that one of the best ways of selling a book is to get people talking about it. He wishes, however, that the minister would recommend books to a good-sized congregation during the morning service instead of thinking up some new scheme of drawing people out of their libraries on Sunday evenings. He sends him a new religious novel and a stimulating biography and writes a strong letter of recommendation to accompany them.

Then comes the radio broadcaster. He also wants free books and promises reviews on the air. The Publicity Director is skeptical and wonders just how many people there are who turn on the radio when they want to know a good book to read. He has a happy thought and drops a line to a friend of his who lives in the same city asking him what he knows about WBEK. In a few days he has a reply: "I never knew there was such a station." One more letter for the waste paper basket.

Student publications are continually writing for review copies and publishers are inclined to be liberal, particularly in the Fall, realizing that campus bookstores do a thriving business in Christmas books. Whereas some reviews in college papers are well done, excellent books are frequently



condemned because some twenty-year-old English shark wants to make it known that he could have written a better book. The Publicity Director must again take a chance. High schools are now beginning to start literary reviews and in some English courses the professor writes for review copies so that students may discuss them in class. It is always the publisher who is expected to pay.

"Special publications," many of which grow up over night, are not immune from the disease of writing for free books. A magazine which circulates among orthopedists has a way of requesting books on current history and politics, maintaining that its readers are interested in world affairs. Unfortunately, the books that the editor prefers are importations which sell at anywhere from five to ten dollars. In such cases the publisher has fifteen or twenty copies at the most set aside for review and these must be placed as strategically as possible. The *Butchers' Advocate* recently sent in a request for "a book of special interest to our readers, 'Cannibal Land' by Martin Johnson." So the Publicity Director now and then gets a good laugh, as he orders a larger waste-basket from the Office Manager.

To retrace our steps for a moment, let us get back to the newspapers. Publishers realize the value of book reviews and, for that reason, are sending out thousands of review copies each year. In some cases, small-town papers have more space for literary news than those published in larger cities. In others, the quality of the literary pages is as good as, if not better than that of papers with ten times the circulation. Not infrequently the establishment of a literary department leads to the opening of a bookstore and, generally speaking, intelligent book reviews, published in the local paper, stimulate the sale of books. All the publisher wants is to know that the books he sends out are promptly and competently handled. He can be assured of this only if literary editors send in clippings or have their book pages mailed regularly to the publishers who supply them with books. Some reviewers write directly for the books they want to review, but this matter, to avoid conflict, should be left entirely in the hands of the literary editor. Free lance writers

who have the words "Book Reviewer" engraved at the top of their stationary are not looked upon with favor. When a publisher sends out a book he has a right to know where the review is to appear.

Certain lecturers are the best friends the booktrade has. These are the men and women who say in substance to their audiences: I am not talking about books to save you the trouble of reading them. I am merely making an analysis for your benefit so that you may be able to make a more intelligent and satisfactory selection when you go into a bookstore. Unfortunately this number is not as large as it might be. Book reviews, either written or spoken, can and should be entertaining. They are, however, but a means to an end. Many lecturers are known to be influential and several are in the habit of making reports to the publishers who supply them with books. Some of them send in carbon copies of their lectures. Now and then they return the books that, having read, they do not wish to discuss. Testimonials from bookstores in regard to lecturers are the best recommendations to publishers that they can have. Bookstores are far better aware of local conditions than publishers situated several hundred miles away, and information that they supply is always welcomed by the Publicity Director.

It has been suggested on occasions that those who gain their livelihood from the exploitation of books should buy them instead of beg them. If a person opens a shoe-store or a tea-room he must purchase his equipment. Certain expenditures are put down to running expenses or overhead. Why therefore, it is argued, does not the man or woman who sells tickets for lectures on books, buy the books from which he gains a substantial financial profit? Why should the publisher be the goat? That is probably one of the mysteries that will never be solved.

Spending a few days recently in a progressive city in Western New York, I called on two people who are active in stimulating local interest in books. One was a woman who gives courses on current events and contemporary reading at one of the largest social clubs; the other, a man who combines teaching and lecturing with the duties of literary editor of

one of the city's most important newspapers. Both of these people told me that whenever they wanted to examine a book all they had to do was borrow it from one of the local bookstores. This store, they said, recognized the fact that their discussion of books increased trade and was, therefore, happy to extend this gratuitous service, provided the books borrowed were returned in good condition.

I feel that this is an excellent policy for any store to adopt and one that is certain to be beneficial in the long run. Booksellers are coming more and more to realize that books do not sell themselves and that the activity of local literary editors and lecturers is necessary to supplement publishers' advertising and publicity. Certainly mutual cooperation of this type cannot be too strongly stressed. Aside from this aspect of the case, the time element must be taken into consideration. When a book is specifically requested of a publisher it is often a week or more before it is received, in spite of the good intentions of the Publicity Director, the shipping department and postman. Furthermore, this service is indicative of a situation wherein the bookseller, whose sales are thereby increased, willingly shoulders a responsibility which sometimes rests too heavily upon the publisher.

From Maine to Florida and from New York to California, people are writing to publishers for free books, little realizing the time and expense involved in reading their letters, ordering the books, having them wrapped, addressed, stamped, mailed, and especially charged to an account from which authors' royalties are exempt. Requests keep pouring in from literary editors, editorial writers, critics, reviewers, feature writers, columnists, librarians, women's club lecturers, ministers, radio broadcasters, college professors, social study clubs, charitable organizations, house organs, and now and then from the dear reader himself. "Please send me such and such a book," said a recent letter. "I will send it back as soon as I have read it."

The publisher's attitude is briefly this: He is glad to give away a book provided that it will sell other books. His difficulty is that he is not always able to tell beforehand and often remains as much in the dark afterwards. Therefore it devolves upon those who knock at the publisher's gates to carry their credentials with them, to make their promises as binding as written contracts and to render full service for value received—particularly if they expect to come back again in the same guise another season.

## Bookstores in College Towns

Stanley S. Swartley

*Allegheny College*

**W**HETHER a college is better off located in a small community or in a city is one of those questions forever debatable and never decided—at least, to everybody's satisfaction. There are, however, certain defects in the life of the small community that must be recognized by any fair-minded person; and it should be apparent that it is the duty of the institution most vitally concerned, namely, the college, to see to it, if it can, that the weaknesses are corrected.

It should first of all recognize what is meant by the term "small communities."

By "small communities" I mean to imply not simply a limitation of population, though that is frequently an adequate criterion. That community is small, as I mean to use the term, that is without certain advantages that encourage and foster a cultivated life. Most communities, though not all, with small populations are lacking in these advantages; unfortunately, on the other hand, many communities with fairly large populations—with forty or fifty thousand inhabitants—are, not uncommonly, little better off than towns with a few thousand souls; and all too fre-



quently the situation is no better in cities with populations of one hundred thousand. These "small communities" suffer, of course, from several disadvantages of a sort that will occur to any reader upon a moment's reflection; but I propose to consider only one of them.

An educated and cultivated person, and such a person a college graduate is supposed to be, may reasonably be expected to have an acquaintance with books. It is obvious that our knowledge of the past is gathered, for the most part, from books; and books, too, account for much of the deepening of our understanding of human nature, the refining of our emotions and the softening of our sensibilities; in short, they are invaluable instruments for making us intelligent, reflective and sensitive men and women. But more than that, an educated and cultivated person should be an owner of books, for how else can he continuously be under their pervading and mellowing influence? Indeed, is it too much to ask that he be, as nearly as it is possible, a lover of books? For only as he is a lover of books will he surrender himself repeatedly to their mysterious power. If a student has been reared in a home where good books are bought and read it is possible that he will come to college with an interest already kindled; if so, he will in this respect give the college no particular concern. But more than ever before the American student body is recruited from homes with commonplace and materialistic interests; and a student from such a home is unlikely to be alive to the appeal of books. Any one who knows undergraduates knows that the facts support this contention. Go into the average college student's room and what

do you see? A talking machine, a radio set, ill-assorted pictures and photographs, "college" pillows—and a pitably small row of dull, drab text-books. Try to find, if you can, any enthusiasm for building up a small library of choice books—standard

novels, poetry, history, biography! Students, you say, have no money to spend for books; but they will spend from fifteen to fifty dollars and even more for a party. No, they have the money; they lack the directed incentive.

If, then, on the one hand, books have so vital a part in the education and the cultivation of student's personalities; and if, on the other hand, many students seem to be without any genuine and deep interest in this influence, is it not clear that the college has a heavy responsibility in this direction?

"To be sure it has," answer the col-

lege instructors, "and have we not been exerting ourselves in this matter? Have we not been sending students to the libraries and assigning readings and reports?" But the general apathy among students is a sufficient commentary upon the effectiveness of the system.

"The difficulty," continue the instructors in self-defence, "is that we have not made sure that students have done the reading. Let's devise a system to do that, and all will be well!"

No, the difficulty lies far deeper. To be sure, students "skim" books—if indeed they read them at all. But even if they do read the books, they read listlessly unless they have brought to the reading an interest already existent. Moreover, library copies are often worn and not infrequently shabby; and such books rouse in their readers no eager curiosity. Again, libraries find it impracticable to do the one



**STANLEY S. SWARTLEY**, who is head of the department of English language in Allegheny College, has very kindly consented to our reprinting this article from the September 15 issue of "School and Society." During the past two years the Publishers' Weekly has published a series of articles on College Bookstores which it will continue this Spring. Professor Swartley's article fits admirably into this series.

thing that might stir an interest in books, that is, to admit the run of students to the stacks, where they can handle the volumes, get in touch with them and feel their fascination. The problems of administration involved seem too great to permit this freedom.\* Thus because of human frailty books have to be doled out from the "reserve desk." A book has become simply a conveyor of information, an article of merchandise. And finally readers, even mature readers, often find a college or public library so uninspiring because of uncomfortable chairs or drab surroundings or unhygienic temperature that they have no pleasure in using it as a workshop. No, in the nature of the case the college library can never provide the ease and the informality of the student's study or the home. It would seem clear, then, from all these considerations that it is doubtful whether the college library can develop an abiding interest in books where that interest does not already exist.

If, then, the library does not develop that interest, what can? The bookstore can. Not the bookstore that sells victrola records and sporting goods and also books, but the bookstore that exists to sell books primarily. Such a store has not only the latest novels and cheap reprints of popular stories; it has also the best of general contemporary literature and a generous selection of standard books. The collection need not be a large one, though naturally the larger the better; but it should be representative of many tastes. Into such a store the visitor should be free to come without feeling the necessity of buying; he should feel free to roam about, take books from shelves or tables, look over the pages—and if he finds nothing interesting, go out without buying and without being trailed by a clerk. Such freedom is essential, for many students are shy and will not venture into the store if they know they are being shadowed by a misguided employee or that they are expected to make a purchase. Any one who often comes into such a bookstore will at last find a book and then another and another that he will want to buy and read and own.

\* [At least one college library that we know of, the Wellesley College Library, allows the students to find their books in the stacks if they so desire.—ED.]

The importance of the right kind of bookstore in an education is a commonplace

with many thoughtful persons. Writing about one of the best of such stores in a great university town, Basil Blackwell's at Oxford, England, a writer in the *Morning Post* of London, said:

Many men will aver that the greatest educative influence of Oxford resides neither in Bodleian, nor schools, nor tutors, not lectures, nor college societies, but in the excellent management and most liberal facilities of one of the best bookshops in the world—Mr. Blackwell's.

And a writer in the *Evening Standard* of London wrote to similar effect as follows:

Undergraduates at Oxford were accustomed to spend their afternoons in three ways: either they indulged in some kind of athletics, or else they took a walk, or else they went to Mr. Blackwell's shop in the Broad. When they went there, they read any book that occurred to them. All the shelves were open. . . . Generations of undergraduates have done their reading there without cost.

Persons who have been in Mr. Blackwell's shop will acknowledge at once that these writers have not exaggerated the fascination that the shop has for the Oxford man. They will remember that students linger over the tables, that they leaf through the books, that they even read as much as they want—and that they then buy or not, as it suits them. No officious or ill-advised clerk ever offers "Can I help you?" You speak to him first if you want help. And there are half a dozen other bookstores in Oxford that are just as hospitable and generous.

But that is Oxford; it is as a matter of fact, typical of many English and Continental towns and cities. Indeed, one of the first observations of an open-eyed American traveler in Europe is the number of really good bookstores. One finds bookstores—well stocked and intelligently managed—on many streets of the great cities. And even the small communities have shops of a quality that surprise and shame the American observer. Our best city in such matters, New York, is in no way to be compared with London or Paris in the number of excellent stores or in their distribution through various parts of the city. And as for the smaller communities, the situation is almost ludicrous. How many American cities of five thousand pop-



ulation have even one respectable bookstore? How many of twenty-five thousand have one? How many even of seventy-five or one hundred thousand? Every reader knows the answer: almost none. He knows the answer because he has only to consider the small towns—and the large ones too—that he is acquainted with. I could name a score of eastern cities with populations of one hundred thousand for the bookstores of which a cultivated resident has to make apology. And I see no reason to believe that western or southern cities, whether college towns or not, are any better off in this respect. Whether the fault is with a non-book-buying public or with visionless storekeepers is beside the point; the situation as pictured is deplorably obvious.

And so the responsibility comes back to the college. If the town—large or small—can not or will not support a bookstore, then the college should. I do not, of course, mean a store that sells merely textbooks; they may be included, and probably would be. No, I mean a store that stocks all classes of literature, that makes itself enticing to students, that provides such an atmosphere that students will look forward to returning again and again. Such a store would have more the appearance of a private library than of a bookstore. On the floor would be some rugs, not necessarily expensive, but harmonious in color; on the walls would be a few pictures. If there could be an open fireplace, of what inestimable advantage it would be! The shelves would be, if possible, those of an open bookcase. Books would be invitingly arranged. On small tables would be placed a tempting display of new books; and the cheery glow of a reading lamp and a cosy chair set nearby would invite a reader to inspect at his leisure a book that he had found of interest. Such a store would require also a tactful, sympathetic manager—a college graduate, of course, and a man or woman who also knows how to get along with students and who knows and loves books.

The question naturally arises, "The bookstore is all very well for such persons as will visit it, but just how are you go-

ing to get into the store those very persons who most need it but are unlikely to come?" Well, even in these days when students have discovered how to make one text-book do the duty of three, they have to go to some bookstore occasionally—for books, for stationery, and the like. And just there the manager has a great opportunity through making his store as attractive as possible—a point that has already been made. Even the dullest person will ultimately be influenced by effective arrangement. Furthermore, an instructor can, if he will, do a great deal to encourage students to frequent a bookstore. It requires no ingenuity—only a little thought and patience—for an instructor to tuck into a lecture a reference to a new book he saw on sale, to bring a desirable book to class and to read from it, to refer to a bargain in Stevenson he saw there this morning or to give the direct suggestion that it is worth while looking into the bookstore occasionally. Finally, judicious and repeated advertising of the bookstore in the college papers can not fail to attract students, just as advertising in the general press does not fail to win the general public. It seems almost certain that a combination of influences is bound to tell ultimately.

Finally, the administrative officials of many colleges will raise an important practical question, "Will such a venture pay?" The answer would depend somewhat upon the student body and upon the type of encouragement given the venture. For a year or two it possibly might not pay; it might even lose money. But ultimately it would be almost sure to pay for itself and would probably show some profit. But, after all, such a question, if it is to be taken as hinting at objection, shows a failure to appreciate the significance of the proposal. It is the contention that a bookstore of the kind suggested would help to do that very thing for which the college exists. So do professors; but they do not pay for themselves; they are paid in part out of endowment. Very well; let endowment be used, if necessary, to pay for another type of educational activity—a college bookstore.

*In the September 15 issue we published a very interesting story of  
Oxford bookshops by May Lamberton Becker.*

# THE Publishers' Weekly

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EDITORS

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*I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.*

—BACON.

## Boston Censorship

**W**HETHER or not progress can be made in this session of the General Court of Massachusetts in the matter of censorship, at least those who are working for the interest of literature and reading in that state are now presenting a united front against the timidity policy of the New England Watch and Ward Society. A bill, commonly known as the "Librarian's Bill," has just been introduced into the Legislature and will be the subject of early hearings. This bill is the result of long consultations between different groups: librarians, publishers and the Booksellers' Board of Trade.

Instead of going into a complete study and revision of the censorship statutes, as was suggested by one bill before the court last year, or revising the phraseology completely, as suggested in last year's Sedgwick Bill, or introducing a whole new technique of censorship, as was suggested then by the Boston Booksellers' Board of Trade, by taking decision into the Superior Court on appeal, the proposal is to take away the reference to books in the first clause of the statute from its conjunction with cheap pamphlets, pictures, etc., and give it a separate phraseology in a new section which would give the courts a clearer idea of the state's real attitude on the control of obscenity, coupled with a

phrase desired by the retailers which should eliminate their responsibility unless it was proved that they had knowledge of the book they were selling.

This paragraph renders liable to fine or imprisonment anyone who prints, publishes, sells or distributes a book "knowing it to contain language which, when considered in connection with its entire context and theme or with the entire context and theme of any complete component part thereof, is obscene, indecent or impure."

The librarians of the state, who have been a most forward-looking group in this discussion and who last year backed the Sedgwick Bill, are backers of this new effort, and the Massachusetts Library Club went on record for revision last November.

In last year's discussion the librarians with other leaders in public opinion such as the State Commissioner of Education, A. Lincoln Filene, and Mrs. Roland G. Hopkins, President of the Women's City Club, were signatory to a careful statement analyzing the situation in Massachusetts and pointing out the need of revision.

Since that discussion there has been no such epidemic of censorship as caused the crisis, but the trouble has not disappeared. Whether the Legislature is in the mood to give some relief and follow the best opinion of their state or whether they will continue to leave Massachusetts the butt of comment and discussion on this subject can be better told after the hearings. The plea of the Watch and Ward Society is that since the young people must be protected, adult readers with a background of reading cannot be allowed to read such books as "An American Tragedy," "Elmer Gantry," "Bad Girl" or Upton Sinclair's "Boston."

## The Flu and Christmas Business

**N**OT the least of our troubles in analyzing the Christmas business of 1928 have been many reports that, although the year's totals were satisfactory, the holiday business was not any too good. One reason for this is undoubtedly the flu epidemic which not only cut down the number of sales people on every floor in the cities most affected but also kept customers from desiring to come down to the crowded district. One book department manager reports as high as 20% of his help out at one time.



## Children's Books All the Year Round

THE Children's Librarians' Section of the American Library Association with its far-scattered membership has just finished a year of unusual activity, and President Carrie E. Scott of Indianapolis presents in a current bulletin a report of the works of many committees. Particularly interesting is the reminder that this is the thirtieth anniversary of the establishment of separate children's rooms in the libraries of the country. To emphasize this, a traveling exhibit of children's books and book rooms was prepared at the time of the convention at West Baden last May. The material now reassembled is made available for other libraries by being put up into compact shape for traveling.

The Committee on the Production of Children's Books has had two meetings, in April and in December, with representatives of the editorial departments of publishers, and many practical ideas on accelerating progress in the publishing and distributing of children's books have been developed.

The Committee on Book Evaluation, with Helen Martin of Western Reserve University as chairman, has concentrated on increasing the discussion of children's reading and the printing of children's reading lists in magazines of various kinds and revising the "Boys' and Girls' Lists" which they have already published and the "Children's Books for General Reading" edited by Effie L. Power of the Cleveland Public Library.

The Committee on Readers and Primers, with Elizabeth D. Briggs of Cleveland as chairman, is making up a list of recommended volumes for children's rooms. The tentative list includes 55 series of readers and 20 titles of storybooks which may be used as substitutes for readers.

The Children's Librarians' Section is also planning to gather books to send to the Lincoln Library in Mexico City; and Annie Spencer Cutter of the Cleveland Library spent the month of November visiting her sister, Mrs. Dwight Morrow, at the United States Embassy in Mexico City, and made a study of the library's needs at first hand.

## Publication Dates

TWICE a year, as the very busy season in publishing begins, it seems worth while to emphasize to the booktrade the importance of observing publishing dates. There are always new people coming into the business, and it is hard for such new entrants to realize that there is a fundamental need of this emphasis. Too often a dealer, who hasn't thought the thing through, receives a package of books he is interested in and thinks to himself how little difference it makes whether these go out now or next Saturday, or he thinks, perhaps, even more carelessly that it would be a good thing to put his package out first because he may get a few sales in advance of his competitors. Such carelessness brings recriminations and bad feeling, and, if every bookseller tries to outdo the others, they simply increase transportation expense, lose the advantage of simultaneous exploitation, handicap the publishers in planning their publicity and advertising, and decrease the total number of books that can be sold.

Every publisher intends to put on his bills as they go out the exact publication date, and on the principal books to start the shipments far enough ahead so that they can be opened, marked and ready for simultaneous display. Publishers at this season ought to canvass the situation in their shipping and billing departments to see if this system is being carefully carried out. They should see that the method of indicating such dates is of conspicuous character, so it will catch the attention of booksellers and booksellers' receiving departments. Booksellers, on their part, should watch for such bills and should see that the receiving department and sales department are aware of the importance of this information.

There is no other one thing of apparently small size that can create greater irritation in the booktrade than this.

*Booktrade Statistics*  
ANNUAL SUMMARY NUMBER  
*January 19 Issue*

## In the Bookmarket



THE organization recently formed under the name of the Junior Book-of-the-Month Club, which was not connected in any way with the Book-of-the-Month Club, Inc., has changed its name to the Junior Book Club as a result of representations made to it by the older organization, that the similarity of names might tend to create confusion in the public mind. The organization recently formed in Great Britain under the name of Book-of-the-Month Club of the British Empire, Ltd., changed its name on December 5th to the Book Society, Ltd. ❀ ❀ ❀



Jacket cut from "Book Shops How to Run Them"

The Doubleday, Doran Book Shops, Inc., published yesterday the volume about which there has already been much talk, "Book Shops How to Run Them" by Ruth Brown Park. A number of the chapters have appeared during the fall and winter in the *Publishers' Weekly*. The book is very attractive and has an introduction by Cedric Crowell. ❀ ❀ ❀

Three hitherto unpublished manuscripts of George Sand's will be published next

spring by the *John Day Company*. They have been held by her family until 50 years after her death and are now released by her grand-daughter, Aurore Sand. They will be published under the title of "The Intimate Journal of George Sand" and throw revealing light on her love affair with Alfred de Musset. The first translation into English is by Marie Jenney Howe, whose "George Sand; The Search for Love," which was published a year ago, is now in its third edition. ❀ ❀ ❀

Julian Green, author of "Avarice House" and "The Closed Garden," is coming to this country in the Spring. At the same time *Harper* will publish his "The Pilgrim on Earth" in a limited edition. This is the first novel he ever wrote. Mr. Green, who was born and raised in this country, lives in France and writes in French. ❀ ❀ ❀ E. M. Delafield and Ellen Dupois Taylor are both scheduled to arrive in this country, Miss Taylor very soon, Miss Delafield early in the fall for a lecture tour. ❀ ❀ ❀ *Reilly & Lee* acquired the rights to A. C. and Carmen Edington's "The Studio Murder Mystery" in the spring of 1928. The first serial rights were immediately sold to *Photoplay*. In October the moving picture rights were sold to the Famous Players Lasky Corporation. In May, *Reilly & Lee* will publish the story in book form. ❀ ❀ ❀

Lindbergh's "We" is now in its thirty-third edition. ❀ ❀ ❀

*Harcourt, Brace* will publish this spring the articles by Joseph Wood Krutch which have been appearing in the *Atlantic Monthly*. The book will be called "The Modern Temper." These articles have been more enthusiastically discussed than any magazine articles which we can mention glibly off hand. ❀ ❀ ❀

By a slip of our linotype Marie Le Franc's "The Whisper of a Name," recently published by *Bobbs-Merrill*, was called the 1928 Femina-Vie Heureuse prize. It was the 1927 award. The 1928, as we have hitherto correctly recorded, was to "Georgette Garou" by Madame Dominique Dunois.



# Can Juveniles Be Sold in the Spring?

Bertha L. Gunterman

*Longmans, Green & Co.*

THE Children's Librarians' Section of the American Library Association has continued the policy begun last Spring of having a publishers' representative serve with the Committee on the Production of Children's Books and has asked through the Chairman, Elva S. Smith of the Carnegie Library School, Pittsburgh, that publishers give renewed attention to obtaining a more even distribution of new children's publications through the year.

At a meeting called in New York to discuss this subject, representatives of the following publishers were present or replied by letter: D. Appleton & Co.; Coward-McCann Co.; Doubleday, Doran & Co.; Harcourt, Brace & Co.; Harper & Bros.; Henry Holt & Co.; Houghton Mifflin Co.; Alfred Knopf, Inc.; Little, Brown & Co.; Longmans, Green & Co.; The Macmillan Co.; Charles Scribner's Sons; Frederick A. Stokes & Co.; and the Assistant Executive Secretary of the National Association of Book Publishers.

While realizing that the question closely concerned the booksellers, the children's librarians have pointed out their difficulties with the number of books coming in the autumn months and they have also suggested that a more even distribution might aid the trade because individual books could receive more attention from reviewers; buyers at a distance could see completed books instead of dummies, etc. The immediate gain to the librarian would be a longer time in which to consider the various titles published each year, the avoidance of the turning down of books seemingly less important than others because of the rush of work and the great number of children's books in the autumn; more new books could be recommended in the talks to club women and other groups which meet in the fall.

The luncheon came at a rush time for

the booksellers but the few heads of children's shops approached evidenced a difference of opinion. From Boston came the desire for more books published in the spring, from New York a feeling that the buying public makes its purchases of books in the autumn of the year and especially at Christmas time.

The Spring of 1929, however, should give something definite and tangible in reply to this question of whether or not to publish juveniles for other than the autumn trade, as the following houses have announced books for young readers on their spring lists: Coward McCann, 5 titles; Houghton Mifflin, 4; Stokes, 1, a new book by Hugh Lofting; Harper, 6; Doubleday, 5; Macmillan, who have 11 for this spring, report that spring publishing has been their policy for the past three years—choosing, however, books rather definitely of library interest. In addition Appleton reports that for many years they have followed the policy of dividing publication dates of books for boys and girls so that they will not be issued in heavy blocks; beginning in February a few titles are issued each month until June, and again in the autumn, titles are arranged to come out during August, September and October. Scribner reports that it is interested in the subject and in any discussion which can aid the year-round publication and sale of children's books.

The discussion brought out a number of suggestions perhaps of more interest to the trade than to librarians, as booksellers would hesitate to purchase juveniles in the spring in view of the inevitable dull months ahead, unless the buying public's interest could be stimulated by reviews. If more literary editors can give space to reviews of children's books at other times of the year than immediately preceding Book Week and the Christmas Season, much could be

done to raise the whole status above the mere gift book idea as far as the buying public is concerned. Stimulus could also be given by more reviewing of general children's books in the educational magazines, featuring especially books for graduation gifts and vacation reading.

Librarians and teachers do help the bookshops in the smaller towns. Both groups make lists for vacation reading and by including more current books would encourage the booksellers to stock spring juveniles, stressing the use of books for graduation and birthday gifts and encouraging children to build up libraries for themselves. Children's librarians are already helping.

Book Week has been held in the autumn for ten years, and there are serious objections to changing it to the spring. Libraries and schools specially have made it a part of their autumn activities and, they as well as the trade, have had the support

of the women's clubs. However, there might be supplementary activity in the spring, some libraries already have either permanent or supplementary exhibits to those for Book Week, and posters and special lists would help. This might give as much impetus to spring buying as Book Week does for the Christmas trade.

The rental library for children also had a share in the discussion as the one thing to stabilize the year round children's book-trade. Booksellers would not be afraid to buy books in the spring because they would be sure of using up, in the rental library, those not sold and thus making room for fresh stock in the autumn. It was pointed out that all the arguments against them were used years ago when children's departments in public libraries were first advocated. Some bookshops have already made the venture and report success comparable to the adult rental libraries.

## Advertising

Ellis W. Meyers

"ONCE upon a time there was a merchant who didn't advertise."

That is a story in one sentence. There seems to be little reason to call attention to the tense of the first verb.

Advertising today is the most necessary, and often the most expensive, part of the business operation. Competition is keener than it has ever been and it does not exist solely within a trade. Competitors are persons in other businesses. Promotion in some form is essential to the life of any organization.

In her article in the *Publishers' Weekly* of November 24 Doris Schneider says, "Large corporations, whose advertising appropriation mounts into hundreds of thousands of dollars, are able to employ specialists to plan their layouts and copy. But the bookseller, often busier than any two executives in a large office, is his own advertising manager, layout-man, copy-writer, proof-reader. The small amount he spends cannot command outside assistance. But this very limitation, demands that the utmost be derived from his investment." In developing her theme she suggests that the

booksellers plan a campaign of a series of small one and two column ads. This it seems is a desirable method. A single ad or spasmodic appearances cannot have the effect of the constant repetition of the series even though the occasional space bought may be of greater size. But it is said that the production of good looking copy is costly and beyond the reach of the average bookseller's bank account. Not exactly. Booksellers, members of the A. B. A., are able to obtain a service whereby the drawing is furnished and layout indicated, for the very nominal cost of one dollar an advertisement. The illustrations accompanying this show how the material has been used by some of the subscribers to this service.

It will be noted that the illustrations cover several periods of the year. Every ad is planned to sell a definite idea and is made seasonable for that purpose. Each one is new. Only one bookseller in any city may have this service, although a second service entitling the subscriber to a different set of advertisements is now being offered.





What and when to plant  
—how to foil the potato  
bug and the weevil—let  
BOOKS tell you!



Books  
Sold  
and  
Rented

Stationery  
Printed  
and  
Engraved

Magazines  
Subscriptions  
and  
Renewals

Fountain Pens  
Repaired

Greeting Cards  
For All Occasions

**Palo Alto Book Shop**

158 University Ave.



—give it the BOOKS it  
needs for growth! A  
wealth of pleasure and  
helpful influence awaits your  
child at this store.

## TALES OF MYSTERY

ALL  
THE  
MISTERY



When it's too hot to think, try murder.  
Here are a few books of chills for hot summer days.

**Crimes of Love and Hate**  
H. Ashton Wolfe

**The Green Murder Case**  
S. S. Van Dine

**Shadows**  
Will Scott

**Behind That Curtain**  
Earl Derr Biggers

**The Black House on Harley Street**  
J. S. Fletcher

**Two Flights Up**  
Mary Roberts Rinehart

**THE JAMES & LAW CO.** BOOKSELLERS  
SINCE 1899



**For Lazy Days**

beside the sea, in the mountains,  
or on your own front porch

### Books Are Perfect Companions

We have a variety of new and old titles  
that will add many happy hours to your summer.  
Come in and look them over.

**The James and Law Co.**

Booksellers Since 1899.

Some of the mats to be obtained from the A. B. A. and some of the booksellers' ads which have been prepared with the help of the A. B. A. Service

## The Bookmobile Starts Its Journey

**A**FTER three months of careful preparation and construction work, the cooperative Bookmobile took the road on January 3rd after a private view for its sponsors and interested librarians in the courtyard of the New York Public Library. With Charles Brockmann and George Stewart, in charge, it set out with the hearty encouragement of many friends, and by this time it is on the roads of Virginia. It will be in Winchester on the 12th and 13th, Harrisonburg on the 14th, Staunton the 15th, Charlottesville the 16th and 17th, Fredericksburg the 18th and Richmond the 19th and 20th. As soon as the schedule is worked out, further itineraries will be printed in the *Publishers' Weekly*, so that booksellers and librarians may be on the lookout.

H. W. Wilson, who is the sponsor for the plan and with whom the other firms are cooperating in this effort for a wide promotion of booktrade and library tools, has been particularly successful in perfecting the details of this car and adapting it to road purposes. The car is a sales room, and not a storage place for stock. Entrance is easily made by a step on the right side of the driver's seat, and because of the windows in the front and the windows to the rear on both the sides and back, there is a sense of space when five or six people are in the car. Every bit of wall space has been made use of. The shelves are slightly slanted to the rear, and in front of the books and pamphlets are straps designed to hold them in place with easily worked buckles.

There is a ledge three feet from the floor covered with blue buckram, the floor is of linoleum, and in the bins are bulkier objects, mounted maps, etc. On one of the window shelves is the new "United States Catalog," and on another the "Trade List Annual." There is a shelf for a typewriter and a little seat for its use as well as a seat for customers. There are three overhead lights which get their

current from the engine. The car is bright blue with its name on front, sides and rear. In the lettering on the side there are given the names of the six cooperating groups, H. W. Wilson Company, R. R. Bowker Company, Gaylord Brothers of Syracuse, H. R. Hunting Company of Springfield, the National Association of Book Publishers, and the American Booksellers' Association.

The Wilson Company and the Bowker Company are using this opportunity to spread to libraries and bookstores in scattered place a full knowledge of their tools of the trade, the usefulness of which can only be understood by examination and which can certainly be well presented by such a good bookman as Charles Brockmann who has sold books for years in Charlotte, N. C., and is a member of the Charlotte Library Board.

Gaylord Brothers represent the library supply business in all its ramifications, and H. R. Hunting Company is well known for its special library binding. No stock of any of these firms will be delivered from the car, but orders will be taken and relayed promptly from the home offices and charged direct from each individual company.

The National Association of Book Publishers is contributing to the expense in sending along its book promotion material, posters, pamphlets, etc. The American Booksellers' Association is taking the opportunity to spread its plans for enclosure service, advertising cuts and other helps to the trade.

This is not like any of the caravans of the past which have distributed books for libraries or sold books for bookstores, but it might be considered a new and practical type of educational enterprise, as bookstores and libraries will thus be brought into contact with a careful representation of the best and most useful tools which can do most to help increase library efficiency and bookstore sales.



# In and Out of the Corner Office

ON the big new Italian liner, the *Vulcania*, Mazo de la Roche, author of "Jalna," whose new manuscript has just been read in final galleys for publication by the Atlantic Monthly Company and Little, Brown, was the guest of honor at a luncheon extended by the two companies, with the book world of New York joining in the farewells. There were seventy-five guests at the luncheon, and after the luncheon short speeches of goodwill were made by Wallis Howe, Jr., G. G. Ross and E. K. Weeks which Miss de la Roche gracefully acknowledged. The latter, accompanied by her friend, Miss Clement, will land at Naples and spend nine months in Europe. ❀ ❀ ❀

Alexander King, the illustrator, seems to have established his contacts with publishers with abnormal speed since his return from Europe just a short time ago. At the Dudensing Galleries he has been exhibiting his illustrations to Seabrook's "Magic Island" as well as those from his "Emperor Jones," "Hairy Ape," "Rabelais," "François Villon," "Gulliver's Travels" and "Peregrine Pickle." The latter is a 1929 book on the John Day list. Mr. King who, when abroad had painted the portrait of the King of Annam, has now sailed for Annam on the king's invitation where he will shortly be followed by Mr. Seabrook. The resulting book will be on the list of Jonathan Cape & Harrison Smith. ❀ ❀ ❀

Morris T. Michaels has succeeded Joseph Margolies as buyer for Brentano's in New York. Mr. Michaels has been principal buyer for the Womrath bookstores and circulating libraries. ❀ ❀ ❀

Mrs. Jonathan Cape sailed on the 29th for London, having spent six weeks in this country with her husband who remains until spring to complete the work of founding a new American house. Mrs. Cape knows publishing thoroughly and must be reckoned with in accounting for the rapid rise of the Jonathan Cape imprint. ❀ ❀ ❀

Sitting on his desk in his sunny new office Harrison Smith promises his first list by June or July. ❀ ❀ ❀

Louis Reed tells us that there were 8000 of those circulars that went out by air mail on December 26th to tell about the new Grossett & Dunlap edition of "Lindbergh's 'We'" which was to be ready Jan. 2nd. A good-sized postal bill, but could there be a more appropriate use of the new air mail system? ❀ ❀ ❀

Edward Anthony of Crowell Publications, author of "How to Get Rid of a Woman" sailed last week for the Mediterranean with his bride, who had worked with him in the Hoover campaign office.

Raymond Bond of Dodd, Mead's calls our attention to the fact that though we printed on December 22nd an excellent book list on South America arranged by Harry L. Foster we did not point out that Mr. Foster's own books were not in the list, his "If You Go to South America" which has such first-rate maps and his later "Caribbean Cruise" a companion book. ❀ ❀ ❀

With the Junior Book Club now three months under way and believed by its sponsors, the Junior League, to be on the road to success there are rumors of other efforts of the same kind. The peculiar problem which they all face arises from the fact that the reading ages of youth change rapidly. The Junior League meets this by offering selections for Pre-School, Six to Nine, and Nine to Twelve groups.

G. Arbaiza, the Peruvian journalist living in New York, who wrote for us last month the good article on "Why Not American Books for Latin-American Readers?", came into the office the other day for a few more copies of the December 15th issue in which it appeared. We were speaking about the apparent egotism of the United States in using for its citizens the word Americans as if there were no others on the hemisphere, not egotists but unfortunates we claimed, for we simply haven't any name that is wholly our own. He says that in South America they used to call us The North Americans but now they have coined a new word which was getting into general use, lo Estadounidense, the United Stateser.

## Norton Enters Fiction Field



**J**UST five years ago last month W. W. Norton & Company entered the field of publishing, and at that time it was said that their start had a novelty in that they planned no fiction for their first years, believing, and this proved sound, they could build a list on non-fiction and then, with back-log books on their list, could go with greater peace of mind into the highly competitive field of fiction. Their initial venture will be with two American novels, "These Are My Jewels" by L. B. Campbell and "Let Tomorrow Come" by A. J. Barr. At the same time they will publish a book of stories by John Russell, "Far Wandering Men."

Mr. Norton, whose organization has been recently extended by the coming of George Stevens, formerly of Doubleday and of Knopf, into the firm, announces that "the same principles of selection which made their non-fiction such a success will be adhered to in the field of fiction, to publish only work which is in itself an achievement or which in qualities of thought, expression, treatment, workmanship, shows definite promise of achievement."

Scientific books on which their imprint has become known include volumes by John B. Watson, Bertrand Russell, Everett Dean Martin, and H. A. Overstreet.

## Textbooks Furnished Free in 19 States

**NINETEEN** states and the District of Columbia have laws requiring that textbooks be furnished without cost to children in the elementary grades, 23 states permit textbooks to be furnished free, but not obligatory; and six states do not have free textbooks laws, the Bureau of Education, Department of the Interior, announced January 4. This was ascertained by a study made by the Bureau, the statement said. The full text of the statement follows:

A study recently made by the Bureau of education regarding "Provisions of

State Laws Relating to Textbooks for Public Schools," shows that 19 states and the District of Columbia have laws requiring that textbooks be furnished without cost to children in the elementary grades. Eight of these 19 states—Arizona, California, Delaware, Montana, Nevada, Oklahoma, Texas, Utah—have state-wide adoption for free textbooks; while the remaining 11 states—Maine, Maryland, Massachusetts, Nebraska, New Hampshire, New Jersey, Pennsylvania, Rhode Island, South Dakota, Vermont, and Wyoming—have either county, district, town or city adoption of free textbooks.

In 23 states the law permits textbooks to be furnished free, but it is not obligatory.

Six states—Indiana, Kentucky, New Mexico, Oregon, South Carolina, and Tennessee—do not appear to have any free textbook laws, but in practically all states indigent children are furnished textbooks free.

In 25 states the selection of textbooks for elementary public schools is made by the state Board of education or a specially created county textbook commission. In the remaining 18 states in which there is neither state nor county adoption, the textbooks are selected by the district school authorities.

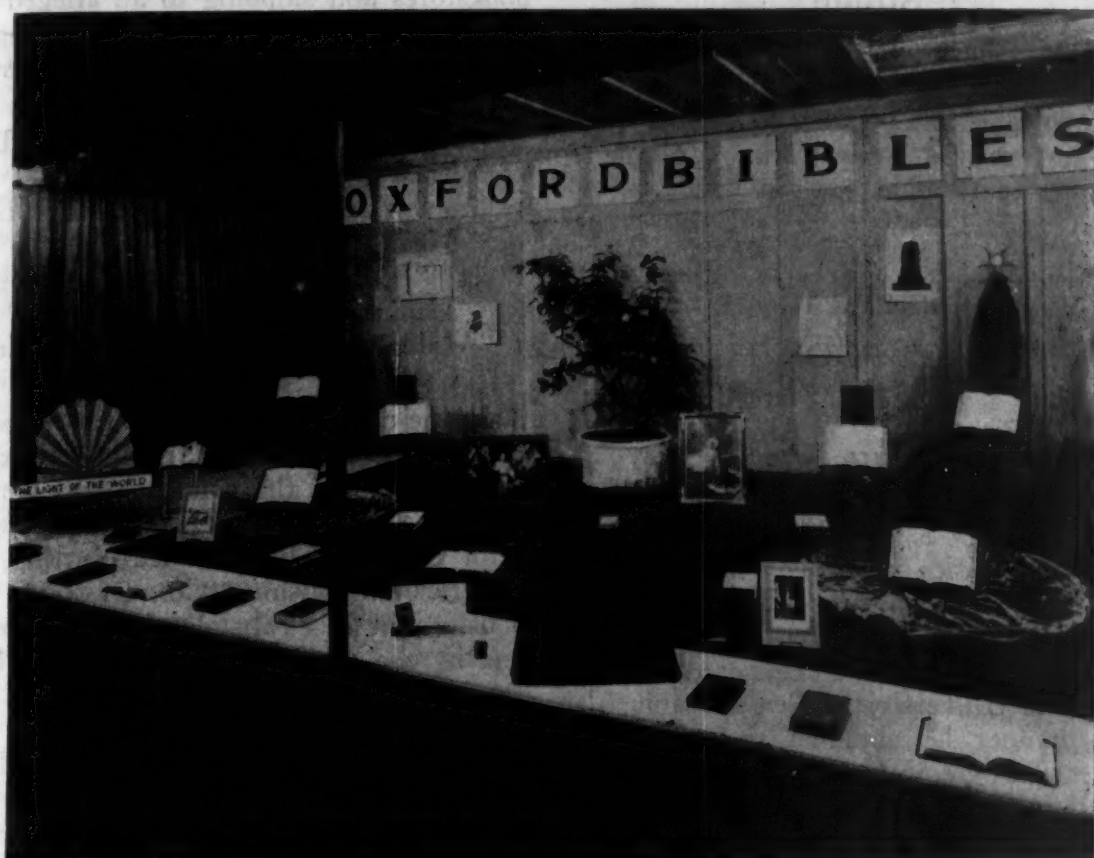
## Guild Asks \$150,000 Damages

**THE** Literary Guild of America, Inc., filed in the Supreme Court this week suit for \$150,000 damages against the Book League of America, Inc., Samuel W. Craig and David M. Roderick, until November last, president and vice-president respectively of the Book League.

The plaintiff asked also to enjoin the defendants from continuing the use of a list of the plaintiff's subscribers, which is the basis of the suit.

Mr. Craig, first promoter of the club idea in this country, was president of the Literary Guild until January 5, 1928, when, it is alleged, he was requested to resign. Later in the year he organized the Book League of America and turned to its use a list of more than 32,000 subscribers which, it is alleged, he wrongfully removed from the office of the Literary Guild and used in promoting the League.





*First prize window, that of the Frank P. Swan Co.,  
Huntington, West Virginia*

## Prizes for Bible Displays

THE Oxford University Press, New York, conducted a window display contest of its Bibles, between November 28th and December 9th. Department stores, bookstores, as well as denominational depositories, participated. Concerns in the largest as well as the smaller towns arranged displays in this second annual contest.

The judges of the contest were Frederic Melcher, editor of the *Publishers' Weekly*, G. W. Larson of the Baker and Taylor Company and Harold Williams of the American News Company.

The prizes awarded were:

First prize of \$100.00 to The Frank P. Swan Company, Huntington, West Virginia.

Second prize of \$75.00 to T. S. Beckwith and Company, Petersburg, Virginia.

Third prize, \$50.00, to Genung's Department Store, Mount Vernon, New York.

Five prizes of \$25.00 each were awarded to:

New York Bible Society, New York.

Russell and Cockrell, Inc., Amarillo, Texas.

University Book Store, Seattle, Washington.

Baptist Book Store, Birmingham, Alabama.

Frasher's, Inc., Pomona, California.

The displays show originality, good taste and selling ability. A number of dealers, when submitting the photographs of the displays wrote to say that considerable interest had been created and the sales of Bibles and religious books were stimulated to a marked degree. One of the concerns said it sold 65 copies of one particular Bible displayed to one customer. This is of unusual interest because the Bible was an edition bound in red imitation leather, ordinarily a slow selling style.

## Stolen

FROM Charles Scribner's Sons, Hardy anniversary edition, 21 volumes, half Morocco, dark blue, stolen December 19th from a truck in New York. Volume 1 had code mark "hia. xx" in pencil.

## Communications

## ANOTHER BOOK THIEF

State College  
Albany, N. Y.

Editor, *Publishers' Weekly*:

There is a person representing himself to be Jennings S. Hood going around to the Universities cashing bad checks. Checks are drawn on the First National Bank of Princeton, N. J. This person claims that he is registered at present at the University of Pennsylvania. In some manner he obtained the matriculation card of Jennings S. Hood, who is a bona fide student of that University.

If this person is found he should be detained and Paul B. Hartenstein, Houston Hall Store, University of Pennsylvania at Philadelphia, notified by wire or telephone collect. Mr. Hartenstein will arrange to have the offender arrested at once.

HELEN T. FAY,  
Secretary.

## STOLEN BOOKS RECOVERED

Chicago, Ill.

Editor, *Publishers' Weekly*:

A few hours after receiving your paper of 15 December, containing my ad. about the books stolen from me, they were returned by a local dealer who had bought them. It will please you to know that you were helpful in this matter.

Cordially yours,

ALEXANDER GREENE

## MORE BOOKS STOLEN

Congregational Publishing Society  
14 Beacon Street,  
Boston, Mass.

Editor, *Publisher's Weekly*:

We noticed the article in the *Publishers' Weekly* in which a certain man has been found guilty of stealing from Boston

bookstores and shipping to an alleged confederate in New York City. During the last two weeks we have lost the following books by theft:

- 2 "Art in Religion," Vogt (Yale Univ. Press), \$5.00
- 1 "New York Beautiful," Nutting (Dodd, Mead), \$5.00
- 1 set "Lincoln," Beveridge (Houghton Mifflin), \$12.50
- 1 "Maine of the Sea and Pines," Dale (L. C. Page), \$6.00.

In the case of the books that were boxed, the volume was taken from the box and the box left on the counter. Last summer we lost a volume of "Furniture of the Pilgrim Century," by Wallace Nutting, Old American Publishing Co., \$15.00. This book might be easily identified, as we had had it rebound for a library in green buckram and the top and edges were clipped and stained.

If any of these books are located, we should be glad to hear from you and to take your advice about further procedure. We are very happy indeed that you are trying to help the stores lessen the losses by theft.

A. L. MCKENZIE.

## SCIENCE AND HEALTH

Dawson's Book Shop  
Los Angeles, Cal.

Editor, *Publishers' Weekly*:

Congratulations on the best Rare Book Number of the *Publishers' Weekly* and for that matter of any magazine that I have ever read.

I read with great interest the article on Science and Health. It is very interesting and yet the writer of the article left out much more than he included. One of these days I would like to supply the missing information. Incidentally, I have handled about forty copies of the First Editions and have two on hand at this minute. I think the price of \$1000 suggested as the value of the first edition is a little premature. I have a very good copy in cloth priced at \$600 and a rebound copy for \$400. While on my recent trip I saw five or six copies in original cloth priced by dealers in various cities, particularly Boston, at between \$500 and \$600.

ERNEST DAWSON



## Changes in Price

### CHARLES SCRIBNER'S SONS

Poems by George Santayana from \$1.50 to \$2.00.  
Story of Rustem by Elizabeth D. Renninger, from \$1.75 to \$2.00.

Famous Trial Series: Trial of Patrick Mahon, Trial of Professor Webster, Trial of Detectives, The Peltzer Case, Mysterious Murder of Maria Marten, from \$3.00 to \$2.00.

### WILLIAM MORROW AND COMPANY

"Larger Beasts" and the "Smaller Beasts" by Eric Fitch Daglish, per volume, has been raised from \$1.00 to \$1.25.

### HARPER AND BROTHERS

"The Art of Play Production" (Trade Edition) will be \$4.00 instead of \$3.50.

## New Form of Art Publication

THE Metropolitan Museum has just issued the first number of its new series of Metropolitan Museum studies which it proposes to issue semi-annually at \$4 a part, \$7 a volume with two parts. The publication is a large  $8\frac{3}{4} \times 12\frac{1}{4}$  size and provides a new type of art publication, gathering together for reading and reference important studies in widely scattered art fields which have been going on in recent months. The Museum staff now numbers over 40 members, and these members are able, thru this magazine, to interpret collections in the Museum to the world of scholarship. The bibliographies connected with the articles will prove of value to the libraries and booktrade. The quality of typography, layout and reproduction of plates is of the very highest.

## Periodical Note

The *Saturday Review of Literature* which started a few years ago with 20,000 circulation can now boast of an average of 35,000, a healthy indication of a growing book interest through the country.

## Personal Notes

VIRGIL STEAD, formerly with Page & Co., has gone to the South and Middle West with the lines of Holt, Morrow, Duffield, Covici, Brentano's and Wise.

A. T. CHAPMAN of Montreal, one of the famous figures in Canadian bookselling, joined on December 1st the firm of Foster Brown Co., Ltd. Any mail to Mr. Chapman from the booktrade can be addressed to 2100 Tupper Street, Montreal.

## Business Notes

BOSTON, MASS.—Norman E. Trefethen, until recently manager of N. J. Bartlett & Co. at 32 Brattle St., will open his own shop at 471A Stuart St. with a display of books, new and second hand, and a collection of prints.

DENVER, COLORADO.—The Adair Book, Stamp and Coin Co. is in involuntary bankruptcy.

HARTFORD, CONN.—The firm of G. F. Warfield & Co. was dissolved on January 1st and is succeeded by Witkower's. Israel Witkower has been connected with the old and rare book field for more than a quarter of a century and for eight years as a partner in the firm.

NEW YORK CITY—The local office of Scott, Foresman & Co., has removed from 5 West 19th St., to 114 East 23rd St.

NEW YORK CITY—The Book Nook, Inc., 2210 Broadway, has filed a voluntary petition in bankruptcy.

NEW YORK CITY—Thomas F. Madigan has removed his Autograph Shop from 48 West 49th St. to 2 East 54th St.

NEW YORK CITY.—R. F. Fenno, having retired from the business of R. F. Fenno & Co., the firm will be conducted hereafter by three of his associates under the name of Diehl, Landau & Pettit at the same address, 16 East 17th St.

PHILADELPHIA, PA.—Cyrus M. Dixon, for many years with George T. Bisel Co., has started for himself in the Bailey Building, 1218 Chestnut St. and will specialize in legal literature.

PHILADELPHIA — Fred Mattison has retired as buyer for the book department of Strawbridge and Clothier.

TULSA, OKLA.—Dorothea C. Schmidt, who is retiring from the booktrade, has sold the Tulsa Book Shop, 516 South Main Street, to F. Reed Allsopp who has already taken charge of the business. Mr. Allsopp is the son of F. W. Allsopp, who established the Allsopp and Chapell Book Store in Little Rock many years ago.

# The Weekly Record of New Publications

**T**HIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in brackets, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

## Andersen, Hans Christian

More fairy tales. 255p. il. S (Everyman's lib.) [n.d.] N. Y., Dutton 80 c.

## Anderson, Maxwell, and Hickerson, Harold

Gods of the lightning, and Outside looking in, by Maxwell Anderson. 187p. D '28 c. N. Y., Longmans bds. \$2.50

Aubrey messages [spirit messages]. 212p. il. D '28 Los Angeles, Austin Pub. Co. \$2

## Beal, Joseph Carleton

Romances of Matilda. 174p. il. D c. Bost., Wright & Potter Pr. Co., 32 Derne St. bds. \$2 [corrected entry]

## Beales, H. L.

The Industrial Revolution, 1750-1850; an introductory essay. 96p. (bibl.) S (Workers' Educational Ass'n outlines) '28 N. Y., Longmans 75 c.

## Beatty, James McGregor

Stepping stones; and other thoughts in verse and prose. 86p. D [c.'28] Placentia, Cal., Author, Box 177-A, Route 1 \$1.50; pap. \$1

## Bennett, Arnold

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**Rhys, Ernest, ed.**

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## Old and Rare Books

Frederick M. Hopkins

ONE of the finest collections of early mathematical and scientific manuscripts in existence, gathered from all parts of the world by George Arthur Plimpton, publisher and Barnard College trustee, is on exhibition at Avery Hall, Columbia University. A textbook used by Dante in his youth, "Le Tresor," which was compiled by his tutor, Brunetto Latini, celebrated Florentine philosopher, is in a case among the finer items. Another rarity of first importance is the manuscript of Aristotle's "Ethica," whose initial letter is a portrait of the Greek philosopher. De-

scriptions of the famous experiments demonstrating the composition of light are contained in Newton's "Optics." His "Philosophiæ Naturalis Mathematica" is also on view. Other rare treatises on mathematics include a "Compendium" by Leonardo Fibonnaccio of Pisa, dating from 1458; two copies of Euclid's "Elements," both of the thirteenth century; and a Latin translation of the first book called "Algebra," whose author was Mohammed Musa al-Khowarismi. A map of the world made many centuries ago shows the world a flat, water sur-

rounded disc with quarterly segments for the continents. Mr. Plimpton's collection of early mathematical texts is among the finest in existence, excelling those of collectors like De Morgan, Libri, and even Boncampagni. Mr. Plimpton began his collection about fifty years ago.

**W**E have received the first catalog of Walter V. McKee, Inc., 32 University Place, listing his own publications and those of the English, Continental and American presses, for which he is the distributor in the United States. The English presses include the Fanfrolico, Haymarket, Scholartis, High House, the Forest Press, and that of Douglas Cleverdon. The Continent is represented by the Halcyon Press of Maastricht, Holland, this country by the Triskele Press of Minneapolis, and the Mazarin Press of this city. In a supplementary insert are listed the publications of the First Edition Club of London and also additional items from the Scholartis Press. "Cwn Annwn" (The Hounds of Hell) by Thomas Job, the first publication of the Triskele Press, is the first book so produced in the Northwest. It will be

printed from type patterned after that designed by William Morris for his famous Chaucer, Caxton initials in color will be used and illustrations will be woodcuts by Dorothy Kurtzman. The type will be set by hand and the impressions taken on a hand press. The edition will be limited to 377 copies. Under the imprint of the Mazarin Press will be published from time to time books that will exemplify the finest typographical craftsmanship in the United States. The publishers feel that the "interest in fine printing in America has just begun and that the appreciation of it will constantly increase." Every book published under this imprint will be designed by some recognized master of typography. Great care will be exercised in the selection of titles, and, whenever it seems desirable, illustrations will be used. The printing will be done by master printers well known for excellence in craftsmanship. Mr. McKee has a program of importance to a very large number of collectors, for the interest in the field that he has chosen has been growing for a quarter of a century and never have prospects been brighter than at the present time.

## A GREAT EVENT FOR BOOKCOLLECTORS

FEBRUARY 18TH, 1929, AT 4 P. M.

### AUCTION SALE

of a most important collection of Illuminated Manuscripts, Incunabula with woodcuts, Editiones Principes; to witness: Dante, *Commedia*, Mantova 1472 and Napoli 1477; Aesopus, *Vita e Favole in volgare*, Napoli 1485; Da Cessole, *Gioucho di Scacchi* Firenze 1493

in the Galleries of

**LIBRERIA ANTIQUARIA ULRICO HOEPLI**  
**GALLERIA DE CRISTOFORIS, MILANO (Italy)**

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*All Italian Exportation Fees are at charge of seller. If you cannot cross over to Italy, have your commissions faithfully executed by LIBRERIA ANTIQUARIA ULRICO HOEPLI. Cable at once, (Hoepli Milano) for the highly illustrated catalogue.*



**GABRIEL WELLS** has acquired several hundred letters written by George Bernard Shaw and these will be published in a limited edition early next summer. "At first Mr. Shaw said that the letters could not be published," said Mr. Wells, "but I wrote and asked for an interview to explain my side of the matter, and after three meetings with Mr. and Mrs. Shaw, the publication was arranged. Mrs. Shaw will look at the copies of the letters after they are typed and anything that she does not want printed will be eliminated. Of this collection one hundred and thirty-one letters were addressed to Cherrington, the theatrical producer, and his wife, Janet, who were great friends of his. Others were written to three of the dramatic critics who first discovered Shaw and helped to raise him from obscurity, Archer, Massingham and Yates. As the edition will be a small limited one, it will undoubtedly be quickly exhausted by collectors.

**FROM** Dulau & Company, of London, comes a catalog of "Manuscripts, Autograph Letters and First Editions" of Oscar Wilde that will be of very great interest to the Wilde collector. It comprises letters written to Robert Ross from Reading Gaol, and unpublished letters, poems and plays formerly in the possession of Robert Ross, C. S. Milliard (Stuart Mason) and the younger son of Wilde. The manuscript portion of this collection will be kept intact until the end of this month, giving an opportunity for the collection to be acquired as a whole. The catalog is a quarto volume of 140 pages, illustrated with facsimiles, and carefully indexed. Many letters are printed in full, and extracts are included from the manuscripts. This is the most intensely personal Wilde collection that has ever come into the market, and it is not probable that any similar wealth of association material exists anywhere.

**PORTUGAL** has recently paid to Camoens, its greatest poet, the compliment of a "national edition" of his great work, "The Lusiad." The new edition bears the imprint of the National Press of Lisbon. Its modern binding is made to resemble the sheepskin of the editions of earlier centuries and the title, "Os Lusíadas" stands out prominently in gold letters on a red background. Two copies of the

new edition have been placed in the New York Public Library by Jose Bruges de Oliveira, a young Portuguese poet now in New York. This new edition, limited to 100 copies, is said to be the first official edition of the poem and has been printed with the greatest care from the first edition of 1572, with spelling and punctuation modernized. The portrait of Camoens is a reproduction of a painting of the fifteenth century, said to be the work of Riyokei Tomoroki, a Japanese painter, converted to Christianity by the Portuguese.

**A** WEEK before Christmas in the presence of sixteen cardinals and all the high dignitaries of the Vatican, the Pope informally opened the new Vatican library in the beautiful halls of the Belvedere. The library facilities were made possible in part by American generosity, for the cost of cataloging and indexing the 250,000 volumes was borne by the Carnegie Foundation. The library was formally opened on the fiftieth anniversary of the entry of the Pope into the priesthood. The Pope, who himself was once the Vatican librarian, has watched with the keenest interest every phase of the development of the new library quarters and arrangement and its cataloging, which opens its treasures to the scholars of the world. The opinion of experts is that this new library equipment, in every detail, is one of the best in the world.

### Catalogs Received

- Books, chiefly first editions.** (No. 21; Items 643.) Elkin Mathews, Ltd., 33 Conduit St., London, W. 1, England.
- Books, pamphlets, etc., relating to America, including the West, railroads, Lincoln, Indians, first editions, Civil War, etc.** (No. 56.) J. E. Spanuth, 521 Harrison St., Pottsville, Pa.
- Fine press books, first editions, eighteenth century items, fine bindings.** (Items 671.) The Chaucer Head, 32 West 47th St., New York City.
- First editions, early printing, fine and rare books.** (Items 453.) Pegasus Book Shop, Inc., 31 East 60th St., New York City.
- First editions, limited editions, illustrated books, private press books, examples of typography.** (No. 17.) The Argus Book Shop, Inc., 333 South Dearborn St., Chicago, Ill.
- Histoire, memoires, geographie, voyages.** (No. 9; Items 458.) M. Blancheteau, 56, Faubourg Saint-Honoré, Paris, France.
- Miscellaneous books.** (No. 102; Items 1696.) Schulte's Book Store, Inc., 80 Fourth Ave., New York City.
- Miscellaneous books.** (Nos. 30, 31, 32 and 33.) The Holmes Book Co., 274 14th St., Oakland, Calif.
- Modern first editions and rare books.** The Walden Book Shops, Inc., 311 Plymouth Court, Chicago, Ill.
- Naval and military books.** (Catalog of Dept., No. 6.) W. & G. Foyle, Ltd., 119 Charing Cross Road, London, W. C. 2, England.

# The Weekly Book Exchange

## How to use "Books Wanted" and "For Sale"

**TERMS:** Under "Books Wanted" (a service for booktrade only) 15c. a line to subscribers, no charge for address; to non-subscribers, 20c. a line, charge for address.

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ible "wants" ignored. Each title must begin on a separate line except grouped titles by one author. Objectionable books excluded when noted.

In answering, state edition, condition and price including transportation.

Give your name and address.

Credit responsibility of advertisers is not guaranteed but space in the columns will be denied to dealers who misuse it.

## BOOKS WANTED

### ALBANY, N. Y., PUBLIC LIBRARY

Bramah. Eyes of Max Carrados. Doran.  
Collingwood. Life and Letters of Lewis Carroll. Century.  
Heller. The Strange Adventures of Mr. Collin. Crowell.  
Jenkins. Malcolm Sage, Detective. Doran.  
Joseph. Book of Marionettes. Huebsch.  
Kohler. Jewish Theology. Macmillan.  
Lowndes. The Chink in the Armour; The Lodger. Grosset.  
McIntyre. Ashton Kirk, Criminologist. Penn.  
Mason. House of the Arrow. Doran.  
Sayers. Whose Body? Boni & Liveright.  
Gesta Romanorum. Tr. Swan. Dutton.  
Zangwill. The Big Bow Mystery. Rand.

ALCOVE, 542 RAMONA ST., PALO ALTO, CAL.  
Donn Byrne. 1st and 1st. and trade.  
Alastair. Anything.  
Arthur Rackham. Anything.  
Kathryn Mansfield. English 1st.  
Lewis, C. T. Elem. Latin Dictionary or Latin Dictionary for Schools.  
Rabelais. Old ed.  
Curiosa.

ARCHWAY BK. STORE, 319 PIKE, SEATTLE, WASH.  
U. S. Official Pictures of World War. Wm. E. Morse and Jas. C. Russell.

ARGOSY BK. STORE, 54 FOURTH AVE., N. Y.  
Major Tom Kettle's Poems.  
Father Ryan's Poems.

ARGUS BK. SHOP, 333 S. DEARBORN ST., CHICAGO  
Moore. Sweet Singer of Michigan. Ed. containing introd. by Bert Leston Taylor.  
Bourrienne. Life of Napoleon. 2nd ed., pub. 1831.  
McCutcheon. Graustark. 1st ed.  
Tarkington. Gentleman from Indiana. 1st ed.  
The Diary of an Impressionist. Hearn. 1st ed.  
Wilson, Woodrow. Life of Geo. Washington. 1st ed.  
Dunton. Wild Asses.  
McNally. The Barb.  
Fuller. A. D. 2000. Paper covers. 5 copies.

ARKANSAS BK. EXCH., 122 W. MAKHAM ST.,  
LITTLE ROCK, ARK.  
Pickett. History of Ala. 2nd ed. with cuts.  
The Thousand and One Nights. Describe.

ART STUDIO PRESS, 15 W. 44TH ST., NEW YORK  
Memoirs of Cardinal Du Bois. 2 vols. Trans. by Dowson. Pub. Smithers. Cash with order.  
Also any books on Aviation.

ATLANTIC MO. B'KSHOP, 8 ARLINGTON, BOSTON  
Collected Poems of Arthur Upson. Introd. by Dr. Richard Burton.  
King's Henchman. Millay. 1st ed.  
Poems in Praise of Practically Nothing. 1st ed.  
Something About Eve. Cabell. 1st ed.

AUGUSTANA BK. CONCERN, ROCK ISLAND, ILL.  
Robert Browning's oPetry. Outline Studies.

AVONDALE PRESS, 1841 BROADWAY, NEW YORK  
Some People We Meet; Young Ladies of Today; Young Gentlemen of Today. All by Charles F. Rideal.  
History of Lancashire. Lawrence Butterworth.  
Dickens, Charles. Any and all items of any kind.  
Battle Abbey items of any kind.  
Particulars by mail only.

WM. BALLANTYNE, 1409 F ST. N.W., WASH., D.C.  
Phelps. The Trotty Book.

BANNER BK SHOP, 114 FOURTH AVE., N. Y.  
Harvard Classics. Several sets.  
Nonesuch Bible. Also Congreve. Odd vols.

BARNES & NOBLE, 76 FIFTH AVE., NEW YORK  
Paskovsky. Pyramid Building. 2 copies.

H. C. BARNHARDT, 35 W. MARKET ST., YORK, PA.  
American Engravers Upon Copper and Steel. 2 vols. 1907. Grolier Club.

N. J. BARTLETT & Co., 37 CORNHILL, BOSTON  
Mistral Memoirs. English trans.  
Any other books in English.  
Maria White. Houghton Mifflin Co.  
Ridgeway. Color Chart.

BEACON BK. SHOP, 43 E. 45TH ST., NEW YORK  
Maclean. Dwellers in the Mist.  
Jewish Anthology.  
McNeil, Sapper. Dinner Club.

C. P. BENSINGER CABLE CODE BOOK CO.,  
17 WHITEHALL ST., NEW YORK  
Western Union, Lieber 5-Letter Codes.



# IN THE TWO BILLION DOLLAR CHICAGO MARKET THE CHICAGO TRIBUNE CAN DO THE BOOKSELLING JOB ALONE

ON the threshold of 1929, the Chicago Tribune can announce to the book publishers of America that:

*With its present overwhelming circulation, the Tribune reaches practically every English-speaking, able-to-buy family in metropolitan Chicago.*

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Fourteen districts of average buying power contain 232,129 families who buy 138,632 Tribunes daily and 182,813 on Sunday. In the suburbs the story is the same—157,438 Tribunes daily and 168,246 on Sunday distributed among 253,581 families. And in the north shore suburbs—the best residential district of all Illinois—27,000 families buy 27,000 Tribunes!

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## CHICAGO TRIBUNE

### THE WORLD'S GREATEST NEWSPAPER

December circulation: 815,635 daily; 1,248,707 Sunday

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## Forthcoming Issues

✿ ✿ ✿ Our Special Monthly Rare Book Section has been postponed from this week until next, crowded out by the Statistics. But the Kern sale is reported in the regular Rare Book Department this week. ✿ ✿ ✿

✿ ✿ ✿ Ernest Rhys, the editor of *Everyman's Library*, is now in America on a lecture tour. Mr. Rhys is best known as a lecturer as a result of his talks to the "Tommies" in France during the war. Mr. Rhys has written a story of the *Everyman's Library* for next week's issue of the *Publishers' Weekly*. ✿ ✿ ✿

✿ ✿ ✿ In the same issue there will be an article on the short story by Fannie Hurst. ✿ ✿ ✿

✿ ✿ ✿ This being the travel season we shall carry very soon an article on the new round the world cruises. Several of the cruises include Africa this year, so we shall carry a selected list of books on Africa. This ought to be helpful to the bookseller. Some of his customers are sure to take a sudden interest in Africa. ✿ ✿ ✿

✿ ✿ ✿ On February 2, we shall issue our Annual Travelers' Number, with lists of the travelers from the various publishing houses, and a list of department store buyers. This number will be graced as usual with photographs of some of America's most traveled bookmen. ✿ ✿ ✿

✿ ✿ ✿ Howard Lewis of Dodd Mead is writing on "What Comes Out of the Sales Conference" for the Travelers' Number. ✿ ✿ ✿

### THE PUBLISHERS' WEEKLY

*The American Booktrade Journal*

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